BULLETIN FROM

The New York Office 405 East 54th Street, New York

Vol. III November 1, 1935 No. 21

MUST BOOKS

November 14

Wolfe, Thomas FROM DEATH TO MORNING Scribner

** Not stories - rather these are impressions - panoramic glimpses of the city streets - of people's inner beings - of impressions - savors. Nothing of a "plot" - no "scenarios" - jottings and footnotes to journalistic episodes. The whole a blended pattern - skilful - brilliant - less uneven than his more sustained work. A book that is a "must book" for the Wolfe fans and that may help convert others to his banner. $2.50

(NOTE: Really slim pickings this issue - tail end of the season doldrums, with material on late comers not available or slow in coming through. Give a second thought to Lawrence Dennis' well written The Coming American Fascism (Harper); the incredible disclosures of Martin Mooney's Crime Incorporated (Whittlesey House).

November 1

The Heritage Press Books

This is just to remind you that the first three titles, Dicken's David Copperfield, The Song of Songs and Hawthorne's Scarlet Letter will be ready on the above date, and on November 13th Shakespeare's Romeo and Juliet, Prevost's Manon Lescaut and Housman's A Shropshire Lad will appear. If by some chance you have not seen the seductive catalog gotten out by the publishers, do write for it - it will tempt you strongly, with Christmas approaching and gift books at a premium, and a lot for the money: leather bindings, illustrations, special papers and print types. each - $5.00

PROBLEMATICAL BOOKS - Fiction

November 6

Masefield, John VICTORIOUS TROY Macmillan

The Publishers' Weekly notwithstanding, this is the correct date. Nothing available at all, so this is just an announcement for you to remind your Masefield fans of it. The publishers swear it surpasses The Bird of Dawning. $2.50

November 7

Garnett, David BEANY-EYE Harcourt, Brace

The experiences of the Butler family with Beany-eye, who gardened and did odd jobs for them, as remembered by the son, who was eight years old at the time of Beany-eye's services. Excitable and moody, unceasing in his preparations against the

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expected invasion of an army of rats, Beany-eye's incipient madness reaches a climax which throws the whole countryside into pandemonium. These are a child's recollections, artfully blended with adult interpretations, of a pathological case, compact and yet sympathetic. An autobiographical flavor that should delight Garnett's audience. $1.25

November 8

Gibbs, Anthony THE DRAMATIST Doubleday, Doran

A play-wright fashions pieces from his own life, loses his wife through his inability to see her side of the picture, and proceeds to make his son a possession from which he will not be parted. When the boy wants an independent existence, trouble brews and the leechlike, posturing father finally finds another haven. Told by the son, this is the portrait of a conceited, somewhat pathetically blind, little man. $2.00

November 11

Patrick, Diana SMOKY CANVAS Dutton

Definitely a woman's book is this latest Patrick romance of a woman's ambition which carries her family from the working class to wealth. On the upward rise a love affair threatens to wreck her success, but the war and the man's selfish wife in turn wreck the affair. Good circulating library bet. $2.00

Stucken, Eduard THE DISSOLUTE YEARS Farrar & Rinehart

Half as long as Stucken's Mexican The Great White Gods, this novel of the court of James I, while painting in broad strokes the degeneracy and profligacy of the period, concerns itself mostly with the tragic love of young Prince Hal and his cousin, Lady Arabella, one time aspirant for the throne. Royalty riding the whirlwind while currents of religious and political dissension boil and the gradual growth of Puritanism smoulders, and James, thwarted in his attempts to make Arabella his mistress, interested solely in finding a beautiful lad on whom to lavish his affection. A free hand in his interpretation of history, the author again uses the episodic treatment to tell his tale of fading glories. $2.75

November 14

Freuchen, Peter IVALU: The Eskimo Wife Lee Furman

The author of Arctic Adventure (Farrar & Rinehart, page 372), which has been recommended by the Book-of-the-Month-Club, tells here the story of the Eskimo girl who, once having met Peary, always hoped to be the wife of a white man. Ivalu's story is based somewhat on the life of his own Eskimo wife, her existence during famine, her life with her grandparents, etc., and is told in a simple way, with an excellent picture of Eskimo life for a background, which is certainly authentic. $2.50

November 26

Bell, Ed. FISH ON THE STEEPLE Farrar & Rinehart

The life of the "flatwoods" Tennesseeans forms the background for a youthful love affair. Here the omnipresent Ku Klux still holds sway, here is violence of action and emotion, here negro mistresses, hot-blooded, hard drinking men, sharp tongued religious women, virulent gossip and strange situations. Though the publishers maintain it is unlike Faulkner or Caldwell, yet this is your market. $2.50

November ~~22~~ 12/6

Sugimoto, Itsu Inagaki A DAUGHTER OF THE NOHFU. Doubleday, Doran

* A sympathetic and charming picture of the life in a Japanese village where the older inhabitants make an unsuccessful stand against the encroachments of new ways of living and working. Ancient customs and traditional methods and modern ideas find a middle course through the respectful insistence of the young people and the dignified yielding of their elders. A warm understanding of modern Japan and the personal problems of its people makes this good reading and with the popularity of A Daughter of The Samurai you should have an interested market. Line drawings. $2.50

RECOMMENDED MYSTERIES AND THRILLERS

November ~~18~~ 25

Anthony, Abbot ABOUT THE MURDER OF A STARTLED LADY Farrar & Rinehart

A medium tells of a murder that has never been discovered. Thatcher Colt gets on the trail, finds the corpse and follows an involved trail to the criminal. $2.00

November 22

Edwards, James G. THE PRIVATE PAVILION Doubleday,Doran

Two patients are murdered after successful operations, and the young doctor involved, in trying to find the murderer, is himself arrested for the crime. Lots of hospital atmosphere and unexpected twists. $2.00

November 27

Gates, H. L. RIDERS TO THE DUST McBride

A very satisfactory Western with racketeering on the ranges and a romance for the ingredients. $2.00

PROBLEMATICAL BOOKS - Non Fiction

November 6

Barbusse, Henri STALIN Macmillan

* An intimate friend, in telling the story of Stalin, gives the whole history of the movement which has made Russia into the Soviet States it is today. He covers a large field and does it clearly and intelligently and you cannot but be impressed by the vitality and singlemindedness of Russia's present leader as Barbusse presents him, utterly tireless and intent on his ideal. Stalin's loyalty and debt to Lenin and the quite magnificent way in which he surmounts all obstacles and outside criticism, his simplicity of manner despite his immense power are all here. Needless to say this is a defense and glorification of Sovietism and its results. Not for those who want a popular treatment, but for your customer who is intelligently interested in world events. Photographs. $3.00

Cammaerts, Emile ALBERT, THIRD KING OF THE BELGIANS Macmillan

* The authorized biography of King Albert with some material supplied by Queen Elizabeth. It is, necessarily, a history of Belgium and the War, and opens with its

outbreak and then shows the background from which Albert was able to take the stand he did during those four long years. With the unexpected death of his brother, Albert became the heir-apparent of his uncle, Leopold II, and worked hard at the job cut out for him. His happy marriage and interest in the people made his accession a joyful thing and the loyalty and trust he aroused made it possible for Belgium to "carry on" in the lean years. Here are heart-warming stories of the man, some apocryphal, but all showing the complete devotion of his subjects. Here also is history, diplomatic thrust and parry, international suspicion and internal political problems. The world mourned the man and admired the country - and this is their story. Illustrated. $3.50

November 8

Perry, Ralph Barton THE THOUGHT AND CHARACTER OF WILLIAM JAMES Little, Brown

* Even if you didn't have the privilege of taking James' famous psychology course, even though you may not have any intelligence about philosophy, there is a great deal to fascinate and interest you in these two large volumes (1,500 or more pages). From some 500 letters, hitherto unpublished, which form the backbone of this book is woven a consecutive account of James' life and work. Volume I, Inheritance and Vocation, contains family and personal history and gives a vivid impression of James' delightful personality and diversity of interests: Volume II, Philosophy and Psychology carefully follows the development of James' final philosophical creed, with the letters linked by detailed and analytical comment on the part of the author. Primarily of interest to students of philosophy, somewhat limited by its size and cost, this is nevertheless a work of importance which has been admirably done. Illustrated. Pre-publication $9.00 - - - - post - $12.00

Mooney, Martin CRIME INCORPORATED Whittlesey House

* A crime reporter (formerly of The American) trusted by the underworld and its rulers gives his warning of the stranglehold the racketeers have acquired since they have taken to Big Business methods. It reads like an incredible outline for the films, higher-ups whose fingers never get dirty and yet who gather in fantastic profits from their affiliations with pin ball games, "numbers", race tracks, trade in women, loans, night clubs, unions and industrial shakedowns, real estate, diamonds, stocks and bonds, gambling, foodstuffs, garages and automobiles, abortions, gun running and counterfeiting, narcotics. This is the expurgated edition - the original is said to have been more or less dynamite. Much less impersonal than The Run For Your Money (page 371) this is sensational reading - but J. Edgar Hoover has commended Mooney's work. $2.50

Announcing

November 10

Arno, Peter FOR MEMBERS ONLY Simon & Schuster

A good Christmas gift - 135 pictures, 89 of which have never appeared anywhere. You should know your Arno fans. $2.75 -

November 14

Beals, Carleton THE INSIDE STORY OF HUEY LONG Lippincott

Subtitled "America's Amazing Threat to Democracy", this should satisfy all curiosity as to how Huey Long got his power and maintained it, giving, as it does, his background, his political start on the Railroad Commission, his whirlwind career as Governor and United States Senator. No boring details nor dull moments here for

Carleton Beals has, in customary fashion, caught all the fire and color of an exciting and real drama. Not in the least flattering to Louisiana politicians and business men. $2.50

November 15

Shepardson, Whitney H. in collaboration with Wm. O. Scroggs — THE UNITED STATES IN WORLD AFFAIRS 1934--1935 — Harper

The fourth of the annual series sponsored by the Council on Foreign Relations. The role played by the United States to promote peace, foreign reaction to our gold policy and the effect of silver policy on China, Mexico and Peru, control of international exchange, work of Foreign Bondholders Protective Council, the reciprocity trade agreements, the "good neighbor" policy, freeing the Philippines, watchful waiting toward Japan, naval equality, neutrality efforts. An established and predictable sale. $3.00

Frischauer, Paul — GARIBALDI — Kendall & Sharp
The Man and the Nation

* The amazing growth of a simple sailor into an internationally famed patriot. He won his spurs in Italy's defense in South America, brought back ragged but ardent volunteers, saw his first efforts come to little, became an exile for eleven years, and, in his fifties, returned to see his dream come true. What a life and what a colorful, almost unbelievable story, whose other outstanding characters are the dreamer, Mazzini, the tightrope walker, Cavour, Garibaldi's trusting first wife, Anita, who took Italy's cause for her own, Victor Emmanuel, the first king of unified Italy, and many more. Here's adventure, rags to — well, not riches but fame, romance, intrigue and excitement. Illustrated. $3.50

November 22

Bianchi, M.D. & Hampson A. L. — UNPUBLISHED POEMS BY EMILY DICKINSON — Little, Brown

Even the publishers admit that some of these do not come up to her highest standard, but here and there you do get the feel of perfection. Since these poems have been culled by careful research in Dickinson mss., and since, of an edition of 525 copies, only 500 are for sale, you had better go through your customer list for those you know will definitely want this. $7.50

November 29 11/29

Enders, Gordon B. & Anthony, Edw. — NOWHERE ELSE IN THE WORLD — Farrar & Rinehart

Amazing experiences of an American who knows life in Tibet and China. The national problems of Tibet, and the even greater problems arising from the power of the Trinity of Lamas whose spiritual domain extends into India, China, Mongolia, and Manchuria. Enders has been closely associated with, and draws a fascinating portrait of the Pashan Lama. It is thoroughly interesting reading, full of delightful anecdotes, like Lost Horizon, a picture of another world. Photographs. $3.50 ✓

November 29

Mackie, Edith & Dick, Sheldon — MEXICAN JOURNEY — Dodge

An excellent travel book for bona fide travellers, but definitely not for the fireside stay-at-homes. Specific information as to methods of travel, clothes, weather, food, costs, means of locomotion, hotels, warnings, practical working vocabu-

lary. Then a geographical travel directory - where to go - what to see - enough historical background - a cross between Clara Laughlin and Baedecker method. Breezily written and interestingly informative. More data than the average traveler could need, but that need not be a handicap. Maps, charts and photographs. No conflict with Moats, Barretto or Brenner, but a working guidebook. $2.00

~~December 5~~ 1/2/36

Dennis, Lawrence THE COMING AMERICAN FASCISM Harper

* In 1931 Dennis wrote Is Capitalism Doomed?: he believes that liberal capitalism is and here points out that it is desirable for the major parties to accept Fascism now rather than to wait for it to come by force from an embittered minority. This is certainly a logical and clear sighted presentation and though you disagree and ridicule the idea of Fascism in the United States, it will force you to find arguments for your belief. It revolves around the questions - can we continue prewar formulas of expanding population, exploitation of new territories and markets, can we resume financing on credit of large scale consumption, can the present system go on carrying the depression and can we effect a sound economic reorganization under the existing conditions and get a fresh start. $2.50

These Books Received Too Late For Inclusion In The October Issues

Published

Kournakoff, Sergei SAVAGE SQUADRONS Hale, Cushman & Flint

The part the native cavalry played during the War on the Southeastern Front makes a story of adventure which seems strangely alien in contrast to the many modern developments of modern warfare. These mountain men from the Caucasus, with their Oriental customs, beliefs and training made unfamiliar companions for the Russians, who nevertheless were respected and liked by their riders. A phase of militarism which has seen its day and now remains tinged with romance. Photographs. $2.75

Patmore, Derek PORTRAIT OF MY FAMILY Harper

A delightful picture of three generations of the Patmore family and the part it played in British literature, through letters, articles, etc. From Hazlitt and Lamb through the Pre-Raphaelite group, and on, this concentrates on Coventry Patmore, whose The Angel In The House sold quarter of a million copies, and whose portrait is here frankly painted. Try this on your Victorian addicts and those who like entertainment with their biography. Illustrated. $3.75

Lowinsky, Ruth MORE LOVELY FOOD Random House

A sequel to Lovely Food, which is now out of print, this contains 31 new menus for suggested occasions, usually with alternative dishes, so that all told there are many interesting recipes - all unusual and many pleasant sounding side dishes or sauces to pep up old stand-bys. All have been tried by the author, some sound complicated but the alluring names will make you want to try them. A fine kitchen shower gift for a bride with culinary curiosity. There are some novel table decorations as illustrations done by Thomas Lowinsky. $2.50

(NOTE: Don't overlook the report in the Garden section, page 401 on Clare Leighton's Four Hedges (Macmillan) coming November 12th.

Note These Changes in Prices, Publication Dates and Titles

		Page
Lincoln, F.	REBOUND (Coward, McCann) from 11/7 to 1/6	367
Bourgeois, F.	BEACHCOMBER BOBBIE (Doubleday Doran) from 10/25 to 11/8	295
De Angeli, M.	TED & NINA GO TO THE GROCERY STORE (Doubleday, Doran) from 10/25 to 11/8	295
Takeouchi, T.	WAR & DIPLOMACY, etc. (Doubleday, Doran) from 11/8 to 11/22	314
Woodward, E.	PERSONALITY PREFERRED (Harper) correct date 11/12	317
Ellis, H.	FROM ROUSSEAU TO PROUST (Houghton,Mifflin) from 10/22 to 11/19	315
Hanoteau, J.	WITH NAPOLEON IN RUSSIA (Morrow) correct date 11/29 - $3.75 before 1/1/36 - after $4.00	303
Hathaway, E.V.	PARTNERS IN PROGRESS (Correct publisher, McGraw,Hill) from $2.00 to $2.50	346
Weber, H.	THE PRIZE SONG (Oxford) Stories of Famous Operas subtitle	359
Byrd, R. E.	DISCOVERY (Putnam) from 10/29 to 11/11	363
	THE 7th NEW YORKER ALBUM (Random House) correct date 11/12	318
Adams, F. P.	THE DIARY OF OUR OWN SAMUEL PEPYS (Simon & Schuster) from 10/30 to 11/7, $5.00 pre-publication, $6.00 after	317
Furnas, J. C.	SUDDEN DEATH (Simon & Schuster) correct title, from 10/18 to 11/8	370
Pitkin, W.	TAKE IT EASY (Simon & Schuster) correct title, correct date 11/20	364
Farjeon, E.	A NURSERY IN THE NINETIES (Stokes) postponed to 1/3/36	376

Note: Please add Stong, Phil, ***HONK THE MOOSE (Dodd, Mead) page 296 to your Juvenile Check List under "First Steps in Reading".

(Farrell, M. J. FULL HOUSE (Little, Brown) page 369, in the text Iceland should read Ireland. Our apologies.)

THE NEW YORK OFFICE CALENDAR - November 14th to 30th

November 14	Wolfe, T. - FROM DEATH TO MORNING (Scribner)	382
November 22	Kambun, G. - THE VIRGIN OF SKALHOLT (Little, Brown)	336
	Sugimoto, I.I. A DAUGHTER OF THE NOHFU (Doubleday, Doran)	383
November 20	Pitkin, W. - TAKE IT EASY (Simon & Schuster)	363
November 25	Coxe, G. H. - MURDER WITH PICTURES (Knopf)	370
	Hallgren, M. - THE GAY REFORMER (Knopf)	375
November 29	Hanoteau, J. Editor - WITH NAPOLEON IN RUSSIA (Morrow) Also Book-of-the-Month for December	303
	Kipling, R. - THE KIPLING PAGEANT (Doubleday, Doran)	347

Promotion Plans

Longmans, Green suggests a contest, with a free copy of OLD HOME TOWN by Rose Wilder Lane provided by them, for the customer bringing in the best items of clothing or typical material to tie up with a window display based on their old-fashioned poster for the book. See pages 48 and 49 of the November Retail Bookseller for posters available on new books.

BULLETIN FROM

The New York Office 405 East 54th Street, New York

November 1, 1935

JUVENILE BOOKS - PART II

For the Picture Book Age

Becker, May Lamberton — FIVE CATS FROM SIAM — McBride

Lovely photographs by Thurman Rotan of a pair of Siamese cats and their three babies illustrate Mrs. Becker's descriptive text. (Published) $2.00

First Steps in Reading

Holiday House Editions

Just the thing for the Christmas stocking these two small books - The Marriage of Cock Robin and Jenny Wren with pictures by Anne Heyneman and Jack and The Beanstalk with decorations by Arvilla Parker. (Published) each $ .50

Hader, Berta and Elmer — JAMAICA JOHNNY — Macmillan

** The story of a little colored boy who proved he was worthy of carrying on the traditions handed down to him, with illustrations par excellence. (Published) $2.00

Lathrop, Dorothy P. — WHO GOES THERE? — Macmillan

** Dorothy Lathrop's delightful animals attend a winter party in the woods in one of the season's loveliest books. (Published) $1.50

Chardon, Jeanne — THE GOLDEN CHICK AND THE MAGIC FRYING PAN — Whitman

Translated from the French, a group of fairy stories with not-too-pointed morals with Emma L. Brock illustrating them in poster-fashion. (Published) $1.50

Story Books for the 9 to 12 Year Olds

Broomell, Anna Pettit - ed. THE CHILDREN'S STORY CARAVAN — Lippincott

A successor to The Children's Story Garden, with an introduction by Dorothy Canfield Fisher, with ethics implied in the stories. Made up of stories of real people and places, allegorical stories, folk lore, fairy tales, etc., this is a worthwhile effort to entertain and instruct. Some of the material can be used in the primary grades, and there is a useful classified outline. Illustrated. (Published) $2.00

Fact Books for the 9 to 12 Year Olds

Rubinstein, Marion — ADVENTURING IN PALESTINE — Knopf

Three little German-Jewish girls are sent to a Commune in the Holy Land for safety and this is the story of their experiences with Jewish religious festivals, visiting temples at the Children's Republic, bathing in the Dead Sea, etc. Crammed full of information and interesting pictures of the life there. An untouched field and a good bet for Jewish sales. Photographs. (November 11th) $2.00

Lambert, Clara TALKING WIRES Macmillan

The workings of the telephone system in simple text with photographic illustrations, including the special services rendered - forest fire detection, use in disasters, etc. Excellent factual material about an object perhaps too taken for granted. (Published) $2.00

Huey, Edward G. A CHILD'S STORY OF THE ANIMAL WORLD Reynal & Hitchcock

** For the why-and-how period of childhood, this well-illustrated story of animal life, from simple forms through insect, fish, reptile, mammal, carnivore, etc., covers a huge territory, but, without ever becoming text-booky or just lists of facts, it manages to keep a sustained interest in the subject. (November 14th) $3.50

Fiction for 15 and up

Ives, Vernon - trans. JAUFRY THE KNIGHT AND THE FAIR BRUNISSENDE Holiday House

For those who like the knight-and-lady stories, here is a 12th century lay revised for easier understanding. Lots of adventures befall Jaufry before he can return from his quest with a lovely lady. (Published) $2.00

O'Brien, Jack VALIANT Winston

Valiant is trained to herd sheep and plays a brave part in his master's battle against the unscrupulous cattlemen who would run the sheep out of the Montana ranges. Illustrated by Kurt Wiese. (November 1) $2.00

Non-Fiction for 15 and up

Announcing two new editions

Stiles, Kent B. STAMPS Harper
Allen, Edward M. AMERICA'S STORY as Told in Postage Stamps Whittlesey

These two well liked books on stamp collecting both revised in many ways. Excellent buys for the young philatelist. (Published) Each $2.50

Rolfe, Alfred G. SONGS OF SAINTS AND SINNERS Christopher Pub.

Mr. Rolfe, senior master of The Hill School, was written up in Time Magazine on October 7th and excerpts from his jingles on the Old Testament given. Here is the whole book of them:- halos sometimes slightly askew, the Biblical characters lose, perhaps, some of their dignity, but gain warmer personalities. Dip into it yourself and see if you aren't "sold". Illustrated. (Published) $1.50

Ditmars, Raymond L. THE BOOK OF PREHISTORIC ANIMALS Lippincott

A companion book to The Book of Zoography, this is another colorfully presented book on the way-back-when period, giving maps showing where the animals came from and the changes brought about by the various ages. Excellent illustrations by Helen Carter. (Published) $2.00

Robinson, Edward LAWRENCE Oxford

The biography of Lawrence, with the cream of his desert experiences well-presented for the boy who likes excitement and real adventure. Photographs. (Published) $1.75

BULLETIN FROM

The New York Office 405 East 54th Street, New York

November 1, 1935 SPECIAL DEPARTMENTS FOR PLUS BUSINESS

RELIGIOUS BOOKS

October 3

Barrett, E. Boyd — ROME STOOPS TO CONQUER — Julian Messner

If you stocked While Peter Sleeps you know its sale, if not you remember the constant calls. This gifted author, psychologist, and former Jesuit, has a genius for friendship and his travels have taken him to all parts of the world, fully preparing him to write this story of the Catholic Church and the campaign the Pope is directing to win America. Roman-Catholics, Anglo-Catholics and Protestants who would know "what goes on" will find this intensely interesting "must" reading. $2.75

Lea, John W. — THE UNIFIED GOSPELS — National Publishing Co.

For students and those who complain of the repetition and conflicting stories in the gospels, this is a splendid idea. A "synchronization" as it were - that enables the reader to get a connected story, to see the gospel as a whole, not as four separate books. King James version - arranged chronologically. The most complete account is used when an incident is recorded by more than one Evangelist. All teachers and Clergy will find it helpful. A good item for suggestive selling, or for the additional sale. $1.00

Parker, Caroline Bird & Richards, G. Darlington, F.A.G.O. — THE HYMNAL FOR BOYS AND GIRLS — D. Appleton-Century Co.

In case you don't have a separate Religious department this can well be put in your Children's section. It is well done and fills a much needed want.

single copy $1.10
for 12 or more each .80

October 17

McNiell, John T. — MAKERS OF CHRISTIANITY: ALFRED THE GREAT TO SCHLEIERMACKER — Holt

The author, a professor of the Divinity School of the University of Chicago, has written an interesting collection of short biographies of men and women influential throughout the ages in moulding Christian History. Useful as a reference book. $2.00

Tittle, Ernest Fremont — A WAY TO LIFE — Holt

A group of lectures originally delivered in four divinity schools, now in book form. The author writes of man as an individual, man as a member of the community and man in his relationship to God. Present day world problems are intelligently discussed and the Christian formula for living advocated as the solution. For people interested in world peace. $1.75

October 30

Chesterton, G. K. THE WELL AND THE SHALLOWS Sheed & Ward

Serious articles in which "G.K." upholds the Roman Catholic religion and reasserts his own faith in it. The enjoyable Chesterton style makes this good reading for Protestants as well. $2.50

November 15

Brockman, Fletcher S. I DISCOVER THE ORIENT Harper

A dark horse that may find its way to your History, Politics and Travel tables. Good reading! Mr. Brockman makes us feel that missionary work in China is not only a duty but a privilege. His intimate knowledge of the politics of the country during the last thirty years is a fascinating study and his breadth of view is inspiring. At last, a book that answers the question "Is it worth doing?" $2.00

Fosdick, Harry Emerson THE POWER TO SEE IT THROUGH Harper

Dr. Fosdick carries on with his third book of radio sermons. There are 25 in the volume and each one has a definite contribution to make. Dr. Fosdick's use of concrete examples to stress his points make his sermons both helpful and readable. The Power To See It Through is a worthy companion to his two previous books, The Secret of Victorious Living and The Hope of the World. No limit to the Fosdick fans except the out and out Fundamentalists. $1.50

Talbot, Francis, S.J. A SAINT AMONG SAVAGES — ISAAC JOGUES Harper

As thrilling as a detective story yet as sound and inspiring a witness to the power of a great faith as anyone could ask. Tremendously interesting from the historical point of view. Saints and savages are rugged, robust creatures definitely human and definitely divine. A book of contrasts, color and courage that anyone who likes redblooded saints will enjoy. $3.00

Niebuhr, Reinhold AN INTERPRETATION OF CHRISTIAN ETHICS Harper

Many books have been written on the Problem of Evil and many more on the Religion of Love. There is much talk of a social gospel and yet there are few if any trying to find a common ground where all of these can meet and merge. In this, more than any of his other books, Niebuhr explains his ethical position, his ideals, his hope in an absorbing way. His honesty is refreshing and challenging. A natural for Clergy and "modern thinkers" — Excellent - - Will be the RELIGIOUS BOOK CLUB selection for November. $2.00

November ~~14~~ 11/4

Kelly, John Bernard THE ROMANCE OF TRUTH Farrar & Rinehart

A group of poems, rather novel and thought-provoking, followed by sermons (quite easy and flowing, not preachy) on various subjects. There are several on The Cross, a fascinating one on that altogether charming Franciscan, St. Francis of Assisi and many more. Father Kelly writes with a freshness that will make this a book which, though primarily for Roman Catholics, can be of interest and help to any Clergyman. $1.50

November 29

Kagawa SONGS FROM THE SLUMS Cokesbury

Songs from the Slums is certainly the happiest possible title, for these are no ordinary verses, just as Kagawa is no ordinary man. They are the outbursts of a great spirit breaking the bonds of an Oriental slum to express the love for God and Man that made Kagawa known as the Law of Love. They have his fire and feeling, his sympathy and understanding, hatred of wrong, injustice and sin and great appreciation of love, beauty, and truth. Lois Erickson has done an excellent translation and Brazelton has equalled it with his illustrations. Kagawa will be lecturing in the States this winter and with the posters available and the advertising Cokesbury plans to run, this book should sell in quantities to the many Kagawa admirers and as the plus sale, suggested at the close of every other sale.
$1.00

SPORTING BOOKS

(Edited by Gene Simmonds)

Watch it - - That Harper Line - -!! We've heard rumors all summer of a Harper Sporting Department and here it is - open and ready for business - boasting a line of a five titles and an attractive circular awaiting your imprint.

THE SPORTMAN'S LIBRARY will answer forever, as far as we are concerned the criticism - that "Sporting Books are so expensive they are prohibitive" - which to a certain extent has been true since the old Badminton Library went out of print. In every point these books meet the Sportsman's needs — i.e. they are highly specialized, written by experts on subjects he wants to know about in a style that would convert the most hardened sports-hater into an enthusiast; attractively bound and printed at a price that is so unbelievably low everyone can buy the whole library. Watch for the additions as they are coming thick and fast and will eventually cover every imaginable sport. You had better put in a standing order to ship as published! Price $2.00 per volume. Published by Charles Scribners & Sons.

Latimer, Needham, C.H. GLIDING AND SOARING Scribner

As Vice-President of the British Gliding Association and Instructor of the London Gliding Club the author was the first Englishman to hold the "C" (soaring Pilots' certificate). There have been so many calls for simple and really expert books on gliding since the interest became so keen that this addition to the Sportsman's Library is particularly welcome and should fill a definite need. With just a "ground" interest, the book is worth reading. $2.00

Turing, H. D. TROUT FISHING Scribner

The Field (famous English Sporting Magazine) shares its angling editor with us and the reader is well repaid. Mr. Turing could teach a squirrel to fish and enjoy it. Every page has some dry remark that causes a chuckle and you relax again to enjoy these simple and helpful lessons under a great angler with a rare gift for teaching. If this is a sample of the Sportsman's Library we're all for it. $2.00

Clark, Atwood GUN DOGS AND THEIR TRAINING Scribner

A dozen times in the past few days, I've been asked for a good book on gun-dogs and I can think of no better choice. Each breed is discussed in a most readable and enlightening manner. Every phase of dog training from breeding to working the trained dogs is dealt with. The early histories traced, kennel management considered, and each breed illustrated with full page photographs. $2.00

Fawcett, William RIDING AND HORSEMANSHIP Scribner

Nothing could be more absurd than trying to review a book by this author, Hunting and Riding Editor of The Field, who is unsurpassed as a reviewer. He knows his subject, he knows horses, he knows green huntsmen as well as green hunters and he knows exactly what they need and how to put his lessons so the point is made. The illustrations, mostly from The Field, are excellent too, so apologies to Mr. Fawcett, he has outdone himself. $2.00

Maydon, H. C. Major BIG GAME OF AFRICA Scribner

The nearest I've been to hunting Big Game was an invitation to go out to Uganda with friends from Oxford so I never thought I'd get so absorbed in a book about it. I could not put it down. It is good reading, from the description of the country, the people, the game to the adventures and risks, it will hold you. The Walia Ibex shoot in Semien Mountains, Abyssinia, is particularly interesting now with the Italians camped in the ideal spot and the Mountain Nyala shoot 400 miles away near Addis Ababa - but - try it yourself! $2.00

Menzies, W. J. M. SALMON FISHING Scribner

Mr. Menzies should be an excellent inspector of Salmon Fisheries if he does half as thorough a job as he has made of this book. An A. H. E. Wood, Taverner or Stoddart might find something omitted but I cannot. From the selection of rods, lines, and casts, hooks and flies, greased line and Grilse Fishing he leads the reader step by step through eighteen chapters (253 pages) to the final chapter on the Life of Salmon. $2.00

October 18

Edwards, Lionel, R. I. A LEICESTERSHIRE SKETCHBOOK Scribner

Through a season's hunting with the most famous of English hunts; the Quorn, the Cottesmere, the Belvoir and the Fernies. The comments on each sketch are equally delightful, full of wit and charm. To add to all this there are color plates that are as warm and enchanting as prints can be. All of which means you'll roll up a record sale if you get behind this book and give it a starting push. Don't forget it is in the same format as My Hunting Sketchbook - a fine pair - a better gift - for A Leicestershire Sketchbook is exactly what you would expect from a combination of Lionel Edwards, R.I., probably the greatest English Equestrian Artist, the most fascinating countryside in England and greatest of all sports. All to my way of thinking but you'll find I'm not exaggerating the moment you show the book to your customers. The drawings are exquisitely executed, black and whites depicting a wide variety of episodes, sad and glad. $8.50

October 21

Snaffles 'OSSES AND OBSTACLES William Collins

For many of you William Collings, Ltd. has probably meant Bibles with excellent clear type. It had to me, until their London office, subscribers to this service, saw the August Sporting Book bulletin and sent word they had a little competition. Modest Englishmen! "Snaffles" says The Field, which to my mind has the best Sporting reviews in the world, "is one of the few really first class horse artists." This is a book of great variety, humor and bits from famous writers, illustrated to the Queen's Taste. The first sketches are Hunting, then a priceless group of "Obstacles" with the feel and ring of Ireland and the West Country, then, off to India and Hog-Hunting so graphically drawn. Pig sticking gets in the blood and just as you are ready to kill you are whisked back to Pot Hunting and Show Jumping. The captions are written in such a way that all terms are explained to those unfamiliar with them and the market is thereby doubled - for you can sell the book to all lovers of good fun, good drawing, good books as well as the lovers of good 'Osses, good Obstacles and good Sport. $5.00

Farrell, M. J. RED LETTER DAYS William Collins
Snaffles

Although this book was published in 1933 and received with tremendous enthusiasm in England only a handful know it over here. The drawings by Snaffles are inimitable and the stories of all forms of sport are just as good. It gives a taste of the Hunting Country, then an Irish Point-to-Point, then a swell Fishing yarn and an equally swell Snipe shooting expedition, then back to the Horse. A natural additional sale along with the new Snaffles 'Osses and Obstacles. Stock them both for Christmas. $5.00

Kirmse, Marguerite DOGS IN THE FIELD Derrydale

If you haven't placed your order don't even stop to read this until you have secured the limit you can sell, for it won't last a second once people see it. First the stunning box in brown with a maroon leather inset, lettered in gold, then a folder with six exquisite leaves suitable for framing, then the book equally stunning, brown cloth with three-quarter leather binding in the same maroon and end papers that are the most enchanting you have ever seen. Then an original signed etching in sepia tones, followed by pages of sketches that are absolutely indescribable. Any attempt would look like a list of superlative adjectives and still you'd have to see the rows of puppies with faces, ears, tails and paws askew, the setters backstanding when one has the scent, the springers retrieving a grand grouse, labradors, cockers and all the noble army of good sports, Dogs in the Field - and with all this it is - - - only - - - $25.00

Kirmse, Marguerite MARGUERITE KIRMSE'S DOGS Derrydale

By a bit of showing and suggesting how nice it would be to own both of Marguerite Kirmse's canine masterpieces, you'll be able to ring up $50.00 instead of $25.00 each time you sell a copy of Dogs in the Field. No customer will be able to resist Dogs, too. $25.00

October 21

Spiller, Burton GROUSE FEATHERS Derrydale

Although this book was reviewed in the September 15 bulletin, page 313, and was published on October 21st, I can't pass it by. It is written by a man who knows grouse, their habits and hideouts and writes about them so easily and naturally you lose yourself completely in his expeditions and learn many valuable lessons. Lynn Bogue Hunt has never done anything to compare with these illustrations (I admit a weakness for grouse) and the book is beautifully bound with the exquisite grouse inset from Feathered Game on the front cover. To many there is no sport more thrilling or bird more game, so this is your chance to create a record sale. Talk about it, show it, sell it enthusiastically: - if you aren't sure and wont believe us ask the men who shoot them! $10.00

November 5

Darwin, Bernard JOHN GULLY AND HIS TIMES Harper

From books on golf and a life of Dickens versatile Bernard Darwin turns to John Gully that colorful Ring Champion of England, owner of the Derby winner in 1877, advocate of the Pari-mutual system, betting agent for George IV and M.P. For men and the Richard Savage market. $2.50

November ?

Darling, Thomas MINIATURE RACING YACHTS Scribner

This book strikes my fancy because it is a hobby book that ties up with a practical sport. Junior Fleets are springing up wherever there is sailing and there is no book that a yachtsman, be he embryo or fully grown, would get more fun and information out of. The models range from the simplest type to very advanced. If you are near a sailing community get the Club list and write enthusiastic letters to the members. This book and the hobby will build up a market for other books on Yachting. $3.75

November 15

Fachiri, Antonio P. RIDING ALONG Harper

Just the title suggests a leisurely, pleasant experience and Mr. Fachiri writes with the same charm that characterizes his articles in The Field, The Sportsman and Polo - about riding - especially showing and hunting. His success as an exhibitor at the Garden speaks well for his own riding - for the novice or boys and girls. Good stuff. Chapter VII is contributed by R. S. Summerhays (Martin Gale of Polo - Monthly, etc.) Chapter X by Lady Hunloke- Exhibitor and Horse Show Judge, Chapter XIV by Sir Edward Durand, Bart.(Council of National Pony Society), Chapter XVII by William Fawcett, Hunting and Racing Editor of The Field - add to the charm and variety of the book which leaves no stone unturned to intrigue the novice with every form of riding from Central Park to Polo, and Ranch to the Garden. $3.00

Self, Margaret Cabell TEACHING THE YOUNG TO RIDE Harper

It is a joy to find a horsewoman who feels that teaching children to ride is more than putting them up and letting them go. Mrs. Self is not only an expert on the subject of equitation but a keen psychologist as well who knows children's moods and reactions and has ably passed on her knowledge in a delightfully clever manner. Parents, riding masters and instructors in schools will find this a first-rate book, well illustrated. $2.75

~~November 15~~ 12/2

Chapelle, Howard I. THE HISTORY OF AMERICAN SAILING SHIPS Norton

Chapelle is as good as a guarantee on anything connected with clipper or sailing ships. From Maine to Florida shipbuilders and seamen agree there is no one better equipped to write this book. It is a book with many markets because boys and men will like the adventure and glamour of the old clippers, yachtsmen will learn much about their favorite sport, historians will find facts never published before and many of your older customers will read it with keen interest as they relive voyages they made on these very ships. $7.50
(Limited Edition 27.50)

November 25

Jennings, Preston J. A BOOK OF TROUT FLIES Derrydale

Your fishermen customers will be simply fascinated by the hand-colored plates of the natural flies and the corresponding artificials. The life histories of the various trout stream insects make swell reading even for the non-fisherman. The accurate scientific classification of these insects - done for the first time in this book - will make it of real value to entomologists. It is the most significant and important book to the American trout fisherman ever published. That's a broad statement, but when your experienced angling customers have read it, they will readily agree that it's true. Few authors have the ability to mix scientific accuracy with practical advice in a really interesting way. The author of this book has succeeded beautifully. Don't let the price scare you; the hand-colored copperplates, rag paper and beautiful printing, which such an important book really deserves, account for it. $20.00

Jennings, Preston J. A BOOK OF TROUT FLIES (De Luxe Edition) Derrydale

This is just to give a tantalizing bit of information as there were only 25 copies of the de luxe edition of A Book of Trout Flies and by now they are probably sold. However, it won't hurt to know about it as they will be collectors items and you may get calls. There are two books beautifully bound in morocco - one contains the text on Japanese vellum - the other opens but is a box containing 30 real flies, made and tied by the author. Every bit of material he uses is specially selected, in fact I am sure the feathers must be hand picked! Because of the tremendous amount of work involved in making and tying these flies, delivery cannot be promised before February. But it is worth waiting for. It is the very rare gem that both sportsmen and collectors will give their eye teeth to own. $125.00

December 1

Gambrill & Mackenzie SPORTING STABLES AND KENNELS Derrydale

This is a book which is like a good surgeon - when a man wants it, he wants it badly. And you will be surprised to find out how many men and women will want it. Every stable and kennel owner can increase the welfare of his animals, reduce the cost of operation and generally profit by studying this book. It goes without saying that anyone who intends to build a new kennel or stable, or remodel existing structures just has to have this book. No architect can afford to draw plans without it. An experienced horseman and master of hounds, and a successful architect make the ideal combination to write such a book. It is absolutely authoritative and practical, and instead of being deadly dry, is full of imagination and humor. It contains 152 illustrations and is printed in the usual "Derrydale" manner. Color plate frontispiece.
950 numbered copies each $15.00

December 1

Leigh, W. R. THE WESTERN PONY Harper

The Huntington Press published this book in 1933 at $10.00 but its attractive illustrations and corking history of the wild ponies warranted far more than its limited sale. At $5.00 it is a remarkable value and should make a perfect Christmas gift, especially for the present or future ranching enthusiasts. $5.00

December 2

Dudley, Charles M. SIXTY CENTURIES OF SKIING Stephen Daye

A history of skiing from 4,000 B.C. to last winter's Olympics; ski pictures as old as the Old Runie Stone 1050 A.D. The interest in the sport has grown so much recently that no shop can afford to miss this book. 40 full page illustrations in two color lithographs. $3.00

Shiebs, Otto & McCrilles, John W. MODERN SKI TECHNIQUE Stephen Daye

Otto Schiebs formerly head instructor of Bundesschule in Grohsholzlente in Allgau, sport director in Freudenstadt Black Forest and Ski Instructor Appalachian Mountain Club, now at Dartmouth has used his splendid pictures taken from movies to illustrate his method. Herr Schiebs believes in teaching by picture and text and claims that the book will be useful to veteran or novice. $1.25

Grand, Gordon COLONEL WEATHERFORD'S YOUNG ENTRY Derrydale

No Hunting story could be better than The Silver Horn so I'm glad Gordon Grand has gone to Rat-Hunting. It's a stroke of genius. Colonel Weatherford's two nephews and niece, his sister, Tabitha, who hates sport and dresses in black, and Eddie Walsh, the groom, provide the human element while a pack of terriers and the best rats the docks of London could produce provide the sport. The children learn to hunt, box, fish and enjoy themselves so effectively than even Miss Weatherford blossoms forth arrayed in blue (a vision of loveliness) to give sugar to the ponies, watch the drag and by the fifth volume I'll wager she'll be riding to hounds with Master John, the most appealing character introduced so far. Ltd.1500 copies $7.50

GARDEN BOOKS

Winter Gardens

From now until Spring, books on Gardening and Flower Arrangement will absorb the inveterate gardeners whom only frozen ground sends in doors. Garden Clubs are ready for classes and shows, while anything you can do to kindle their interest will send your sales booming. If you have a spare window or two, near your garden table, dress it up. A salvage store will cut old plate glass into shelves and black lacquer brackets chromium painted will give the support - old bottles filled with ivy or philodendron are no trouble and very effective. You'll find a flower arrangement competition for your staff both amusing and talen revealing. Many of your customers will bring exhibits, and buy books too. They make ideal gifts, and the stunning new books will be a welcome addition to the following list which we recommend as staple stock:

Sadler, A. L. THE ART OF FLOWER ARRANGEMENT IN JAPAN Dutton

Essential for the club or competitor who would know the history of "The Way of Flowers", as the Japanese call this art. Describes the schools and principles and is profusely illustrated. 1933—$4.00

Averill, Mary JAPANESE FLOWER ARRANGEMENT Dodd, Mead

Another Japanese book but specifically Ike-bana, a school known to steer a middle course between the formality of Rikwa and the informality of Nage-iri and Moribana. New edition 1934—$3.00

Koehn, A. ART OF JAPANESE FLOWER ARRANGEMENT Houghton, Mifflin

Still another Ike-bana. New and very good. 1934—$5.00

Kumagae, Y. SELECTED ARRANGEMENTS OF MORIBANA & HEIKWAN Yamanaka

The most modern and casual of all the schools. Two beautiful little volumes colored and bound à la Japanese - - text in English. each—$2.00

Biddle, Dorothy HOW TO ARRANGE FLOWERS Doubleday, Doran

One of the simplest and best books for the amateur. 1934—$1.00

Carey, K. T. & Merrill, N. D. ARRANGING FLOWERS THROUGHOUT THE YEAR Dodd, Mead

A very attractive book of arrangements for various seasons. A bit victorian in feeling but many people prefer very full and formal treatment. A point to remember in selling. 1933—$3.50

Hill, Louisa HOW TO HANDLE FLOWERS The author Wilmington, Del.

A fund of information in a nutshell, e.g., when to cut, how to bend and mould branches. 1934—$ .50

Hine, A. W. ARRANGEMENT OF FLOWERS Scribner

A happy medium book - not too anything - not too Japanese yet based on the essential principles, not too modern, too staid, too casual or too expensive. The bowls and vases, flowers and arrangements are the kind you instantly feel were done for a home instead of a show - for pleasure instead of profit. 1933—$2.50

Lamplugh, A. FLOWER AND VASE Scribner

A key to room decoration is the subtitle and although all Japanese books pay great attention to the season, occasion and setting for each arrangement, this

is the only American book that makes a special point of relating the flower treatment to the room and season. Excellent idea. 1929—$2.00

Rockwell, F. F. & Grayson, E. C. FLOWER ARRANGEMENT Macmillan

A plea for more spontaneous, natural work than the hard and fast rules laid down by most Garden Clubs. 1935—$3.00

Spry, Constance FLOWER DECORATION Putnam

An English book that is rapidly growing popular in this country. The author is noted in London for her work. There is great distinction and beauty in the collection. $3.50

Bean, Ellen Browder THE PRACTICAL GARDEN NOTEBOOK 5748 Harper Avenue Chicago

The ideal place to put garden notes, discoveries, do's and dont's is a notebook, not the back of a seedbag, but Mrs. Bean is the only person who ever felt strongly enough about it to get busy and create a really ideal record book. Pages are printed ready for all necessary information to be filled in, space is left for comments and extra discoveries, index sheets are supplied and refills can be ordered in three covers - all loose leaf.

board $1.00
strong black notebook 2.50
nice green cloth gift edition 3.50

NEW BOOKS

November

Dorrance, Anne GARDENING IN THE GREENHOUSE Doubleday, Doran

A little book that looks as simple and practical as it is. The information is sound. The ideas new and entertaining. For the customer who has or wants to build a tiny greenhouse and have a winter of fun and garden pleasure. $1.50

Murphy, Esther Longyear FLOWERS AND TABLE ARRANGEMENT Laughing Dragon Press Detroit

A brand new book by a painter and gardener with a long experience in flower shows. The book is arranged in sections. Flower arrangements with very clear concise text - the whys and wherefores, do's and dont's, boiled down to a minimum. A list of Wild Flowers that should not be picked will endear it to the hearts of the conservationist, then a section on table treatment and one on special arrangements for Thanksgiving. While the price is fairly high the Garden Clubs will undoubtedly back it due to Mrs. Murphy's prominence in their ranks, especially through the middle west, where her lectures and Grosse Pointe (Michigan) home have made her famous. $4.50

November 8

Nichols, Beverly
Mackenzie, Compton
Cran, Marion
Sackville-West, Violet

HOW DOES YOUR GARDEN GROW? Doubleday, Doran

Any gardener who doesn't find this enchanting little volume in the proverbial stocking Christmas morning will be as contrary as Mistress Mary all day. Four more intriguing pens were never set to paper and each vies with the other in charm of style, wit and fascinating suggestions. Beverly Nichols makes both gardeners (those who like to work) and Pickers (those who love to pick) green with envy as he describes picking armfuls of iris and buttercups in mid-winter; Mackenzie has Hampton Court borders in his window box; Marion Cran is most enlightening and Sackville-West tells the secrets of borders and annuals.---A made-to-order Christmas natural. Don't miss it or fail to sell one as an additional sale to each customer. $1.50

November 12

Leighton, Clare

FOUR HEDGES Macmillan

Another one of Clare Leighton's delightful garden books, illustrated with 88 wood engravings by the author. This is the story of the twelve months in her own garden, - the first flowers, the nesting birds, the old gardener, the maid of all work, the vegetables, the fruit trees, drought and rain, hay mowing, fall planting, seed catalogues and snow, and spring again. All charmingly described. Should appeal to anyone who has or likes gardens... a grand Christmas gift. It does not quite fit into the Down The Garden Path class....it is more strictly for people that actually like gardening. Not a how-to-do book. $3.00

December

Bowers, ~~F. O.~~ Clement G.

RHODODENDRONS And Azaleas Macmillan

This is just an announcement - but a prepublication report from two leading horticulturists, Dr. Bailey and Dr. Anderson, indicates that it is a remarkably comprehensive, thorough, and authoritative book on a subject covering a field so far almost untouched in this country. The illustrations by Mrs. Pratt and Mr. de Forest are also highly commended, - ~~12~~ color plates and 8 pages of half tones. $10.00
28 4 colored full page - 15 full page cuts

December (or later)

Preininger, Margaret

JAPANESE FLOWER ARRANGEMENT FOR MODERN HOMES Simon & Schuster

Miss Preininger is chairman of Cultural Arts at the Los Angeles Junior College - and she has a gift for teaching. The 35 pages of text explain the four important Japanese Schools and the adaptations of their principles to American flowers and settings — 52 large reproductions of first-rate arrangements and 100 line drawings showing method of procedure — Chapters on vases, holders, flower selection, color, seasons, background and table settings give you an idea of how complete it is. You can do well with this if you get it at once, notify your garden clubs and push it now. $5.00

BULLETIN FROM

The New York Office 405 East 54th Street, New York

FIRST AID FOR BUSY HOLIDAYS

The rush of holiday buying is close upon us (optimistically speaking) and many of you have had to add to your sales force to handle the extra business. Customers demand attention, and that promptly; they expect service in a bookstore which requires a wide range of information, not only on books, but on all sorts of related - and unrelated - subjects. Your problem is a serious one. You are too busy to give your new staff members adequate instructions; they are too busy to master even a fraction of the surplus flood of information in printed form in a dozen unfamiliar mediums. The result - sales concentrate on a few obvious titles, which everyone knows about, and the specialized and personalized service you would like to give your customers goes by the board.

With these problems in mind, we want to do what we can help you. So we ordered an extra run of 500 copies of each of two circulars which some of your fellow subscribers to The New York Office are using, imprinted, for their customers; and we are sending you, with our compliments, a sample copy of each. One - a holiday book list, covers over 100 of the season's outstanding books, with brief annotations, and with classifications that should short cut both clerk and customer to the title - or titles - desired. The second - a holiday list of books for boys and girls, including 80 titles, divided first according to age appeal, then according to interest. We suggest that you let us know, by return mail, how many copies of each you need for your staff, and so long as the supply lasts, we shall be glad to fill your requirements.

Another suggestion - which should prove worthwhile, if your index sheets are up to date. Put your Fall List folder within easy consultation reach of your staff. Show those unfamiliar with it how to locate titles about which inquiries have been made. And give them carte blanche to make use of the information to meet the needs of customers demanding facts about books that may, perhaps, not be on your shelves.

All best wishes for a successful holiday season!

And this request - -

Will you please take five minutes off to fill out and return to us the questionnaire sent you in the October 15th bulletin?